

# Hornbach Baumarkt CS spol sro in Retailing (Czech Republic)

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## Abstracts

Hornbach performed well in the entire CEE region in 2016, as well as in the Czech Republic, according to Hornbach Holding AG sources. It strengthened its position as its competitor BauMax was acquired by BM Cesko and lost share. The company is planning to open one or two new outlets in the near future, and further develop its e-shop. Hornbach will still focus on quality products even at higher prices, and will therefore target middle- and higher-income consumers.

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